

Exerting influence, persuasion, argumentation and building authority

#1 Self-confidence and authority through the way you think and speak

- **"Start with yourself"** - influencing yourself as the basis for influencing others: you will learn 3 practical tools to activate your own proactivity and to strengthen your self-confidence,
- **Thoughts and words under a magnifying glass - the hidden meaning of words matters!** You will learn words that change the perception of your statements - strengthening your authority and persuasion, or weaken your message unnecessarily and even cause the opposite effect to the expected ... Note! The trainer will pick holes in what you say 😊
- **Persuasive sentence syntax** - the order of the words is important - you will practice a variety of statements (statements and questions) that will enhance the desired effect.

#2 Convincing with rational arguments

- **Training of 6 different ways of logical argumentation** - you will practice the techniques of rational discussion,
- **Argumentation errors** - you will discover what to avoid so as not to weaken your own position in the discussion,
- **Benefits and dangers of rational argumentation** - you will discover when it is worth and when it makes no sense to use rational arguments,
- You will learn and practice an effective technique of conducting conversations by skillfully asking questions in order to lead the interlocutor to the right conclusions and your solution. And since this will be the interlocutor's conclusion, there is no need to work on convincing him anymore.



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#3 Convincing to your own solutions by combining rational argumentation with the power of psychology of emotions

- You will learn and practice the **FAPROK™** technique, which will help you prepare a persuasive structure of statements during meetings where you want to convince recipients to your own solutions, ideas, recommendations,
- Thanks to the technique of apparent choice in three versions (alternative, contrast and provocation), you will convince the other person to your solution even more effectively.

#4 Strengthening own authority and exerting influence in difficult interpersonal situations

- **You will get a ready tool** - a map to react in situations when someone attacks you with reservations or unconstructive criticism. You will practice the whole algorithm for gaining the favor of people who show resistance.

What you will learn during the training

- **Influencing and persuading that do not violate the boundaries of ethics**
- The use of the principles of the psychology of social influence in practice
- **Recognizing the manipulation of other people** and changing the direction of the power of influence on your side
- **Conscious choice of words** and creating persuasive statements
- Logical argumentation
- **Responding "with class" to unconstructive accusations** and criticism in the forum
- Constructive expressing your expectations
- **Strengthening self-confidence** and own authority

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#5 Psychological mechanisms in exerting influence and persuasion

1. You will learn the power of messages that are based on the psychological foundations of social influence, such as:
 - **The rule of consistency** - it will help you build the involvement of others through appropriately selected steps (in a conversation, in a project, in a process),
 - **The rule of conformism** - you will discover what is worth emphasizing in your statements (and other forms of communication) in order to use the strength of the group,
 - **The rule of authority** - you will check when and how an external authority can act in your favor,
 - **The rule of contrast** – you will practice conscious use of the often-underestimated tendency of our mind to succumb to the influence of contrasts,
 - **The rule of compromise** - you will train statements based on agreeing with the interlocutor, even when you do not agree with him, thanks to which you will redirect the strength of your influence towards agreement.
2. **In addition, you will discover examples of advertisements, sales campaigns and various messages from the media** - as in everyday life, people are subjected to persuasion based on psychological mechanisms: reciprocity, fondness, inaccessibility, rationalization, credibility, relaxation, repetition, refusal,
3. **The limits of fair use of influence techniques and tools** - what is the difference between influencing, persuasion, and manipulation?

We conduct training in the form:

- ✓ stationary
- ✓ on-line
- ✓ hybrid - MIX



You have any questions?
Feel free to contact us!

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